In the claims:

1   1.   A method of accumulating marketing data from a plurality of guests of a
2   coverage area, comprising:
3   creating a plurality of guest data objects pertaining respectively to said plurality
4   of guests, wherein each of said guest data objects includes a first data field containing
5   information related to statistical or demographic of the corresponding guest and a second
6   data field containing information related to one or more purchases made by the
7   corresponding guest within said coverage area or related to one or more events attended
8   by the corresponding guest within said coverage area.

1   2.   The method of claim 1, wherein creating said plurality of guest data
2   objects comprises:
3   reading tag identifiers stored in identification tags respectively worn by said
4   guests each time said guests respectively purchases one or more items or services within
5   said coverage area or respectively attends one or more events within said guests;
6   accessing said plurality of guest data objects using said tag identifiers; and
7   writing said information related to said one or more purchases made of said one
8   or more events attended to said second data fields of said guest data objects respectively.

1   3.   The method of claim 2, wherein said identification tags comprise radio
2   frequency identification (RFID) tags.

1   4.   The method of claim 1, further comprising:
2   obtaining said information related to statistical or demographic of respective
3   guests; and
4   writing said information related to statistical or demographic of respective guests
5   into said first data fields of said guest data objects respectively.

1   5.   A system, comprising:

2   a plurality of point-of-sale systems that read tag identifiers from identification

3   tags worn by respective guests purchasing one or more items or services and that obtain

4   information related to said purchased one or more items or services;

5   a central server to receive said tag identifiers and said information related to said

6   purchased one or more items or services, and to cause said information related to said

7   purchased one or more items or services to be written in first data fields of guest data

8   objects; and

9   a data center to receive said guest data objects and to generate marketing reports

10   from said guest data objects.

1   6.   The system of claim 5, wherein said identification tags comprise radio

2   frequency identification (RFID) tags.

1   7.   The system of claim 5, further comprising a service terminal system that

2   obtains statistical or demographic information from respective guests.

1   8.   The system of claim 7, wherein said central server receives and causes

2   said statistical or demographic information to be written to said second data fields of

3   guest data objects respectively.

1   9.   A data center, comprising:

2   a non-volatile memory to store a plurality of group data objects each containing a

3   first data field containing information related to purchases made by the corresponding

4   guest within said coverage area or related to one or more events attended by the

5   corresponding guest within said coverage area; and

6   a processor to generate marketing reports from said guest data objects.

1   10.   The data center of claim 9, wherein each of said group data objects

2   further comprises a second data field containing statistical or demographic information

3   related to the corresponding guest.

1   11.   The data center of claim 9, further comprising a network interface

2   coupled to a central server.

1   12.   The data center of claim 11, wherein said processor receives said

2   plurality of guest data objects from said central server by way of said network interface.

1   13.   A central server, comprising:

2   a non-volatile memory to store a plurality of group data objects each containing a

3   first data field containing information related to purchases made by the corresponding

4   guest within said coverage area or related to one or more events attended by the

5   corresponding guest within said coverage area;

6   a network interface coupled to a data center; and

7   a processor to transmit said guest data objects to said data center by way of said

8   network interface.

1   14.   The central server of claim 13, wherein each of said group data objects

2   further comprises a second data field containing statistical or demographic information

3   related to the corresponding guest.

1   15.   A guest data object stored in a memory comprising a first data field

2   containing information related to an identity of a guest and a second data field containing

3   information related to one or more purchases made or one or more events attended by

4   said guest within a coverage area.

1   16.   The guest data object of claim 15, further comprising a third data field

2   containing statistical or demographic information about said guest.

1   17.   A guest data structure stored in a memory defining a first data field for

2   containing information related to an identity of a guest and a second data field for

3   containing information related to one or more purchases made or one or more events

4   attended by said guest within a coverage area.

1   18.   The guest data structure of claim 17, further comprising a third data field
2   for defining statistical or demographic information about said guest.